MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

DBS5028 – E-COMMERCE
(For DBA, DIA, and DIT students only)

18 OCTOBER 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 7 pages with **2** sections.

2. Answer **ALL** questions in both sections.

3. For **Section A**, shade your answers on the OMR sheet provided.

4. For **Section B**, write your answers in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS [40 marks]

1. Ace Company conducts buying and selling of goods online, collaborates with business partners, provides customer service, and conducts electronic transactions within the organisation. These activities refer to _____.
   a. e-commerce
   b. e-business
   c. e-marketplace
   d. e-tailing

2. A burger stall in MMU Melaka campus offers in-campus burger delivery to students who place order via SMS or WhatsApp, and make payment upon delivery. This is an example of _____.
   a. partial e-commerce
   b. pure e-commerce
   c. brick-and-mortar
   d. click-and-mortar

3. E-commerce applications are supported by infrastructure and five support areas. Taxes, legal, privacy issues, and regulations fall under the category _____.
   a. people
   b. public policy
   c. marketing and advertisement
   d. support services

4. _____ is the second generation of Internet-based services that allows people to collaborate and share information online.
   a. Web 1.0
   b. Web 2.0
   c. Virtual world
   d. Second life

5. Which of the following describes digital economy?
   a. Sally has contacted a travel agency to book a trip to Phuket, Thailand.
   b. Sally has arrived at KLIA 3 hours before departure time to check-in.
   c. Sally has written a review on Agoda.com about her stay at Avillion Phuket.
   d. Sally has reserved a candle light dinner through the receptionist at Avillion Phuket.

6. Andy subscribes to The Star Online to read daily news. Once, he clicked on an advertisement about jogging pants on the news portal and he was directed to the advertiser's website. He purchased the product and the advertiser paid some commission to The Star. This revenue model is known as _____.
   a. affiliate
   b. advertising
   c. subscription
   d. transaction

7. When people use e-mails and social networks to share information about a company's products or services, this is known as _____.
   a. online direct marketing
   b. exchanges
   c. viral marketing
   d. group purchasing

8. The emergence of electronic marketplaces has resulted in the following **EXCEPT**
   _____.
   a. greater information richness
   b. lower information search time and cost for buyers
   c. buyers and sellers need to be in the same location
   d. diminished information asymmetry between sellers and buyers

9. Online stores handle payment, packaging, and delivery of goods. These activities
   refer to _____.
   a. front end   c. infrastructure
   b. back end   d. intermediary

10. The webpage on Amazon.com where customers can see product listing and
    shopping cart is the _____ component.
    a. front end   c. technology
    b. back end   d. service

11. _____ can helps the recipients to catch breaking news very quick.
    a. Blog   c. Wiki
    b. Twitter   d. E-catalog

12. An electronic intermediary that provides and controls information flow in
    cyberspace, often aggregating information and selling it to others is known as
    _____.
    a. infomediary   c. agent
    b. broker   d. third party

13. Amazon, Lazada, and Zalora are examples of _____.
    a. regional stores   c. click and mortar stores
    b. specialised stores   d. general stores

14. _____ is a combination of two or more websites into a single website that
    provides the content of both sites.
    a. Mashup   c. Social bookmarking
    b. Microblog   d. Folksonomy

15. Which of the following items sells well on the Internet?
    a. House   c. Power bank
    b. Medicine   d. Solar energy

16. A manufacturer that provides some products to a client business that maintains its
    own customers **BEST** describes the _____ business model.
    a. B2B2C   c. C2C
    b. B2C2C   d. C2B

Continued...

17. Which of the following is **NOT** a characteristic of e-tailing?
    a. Create a global competition.
    b. Relatively expensive items.
    c. Enable e-tailers to react quickly to customers' complaints.
    d. Lower the cost of supply chain.

18. Traditional job market is _____.
    a. expensive, especially in prime space for advertisement
    b. fast, simple, and inexpensive when updating information
    c. better than online job market in terms of getting a pool of suitable candidates
    d. reachable to job seekers worldwide

19. Which of the following is an example of e-grocer?
    a. Night market   c. Wet market
    b. Watsons   d. Tesco

20. The situation in which an online marketing channel upsets the traditional channels due to real or perceived damage from competition defines _____.
    a. fraud   c. price conflict
    b. reintermediation   d. channel conflict

21. _____ refers to learning, training, and knowledge sharing in social networks.
    a. E-learning   c. Social learning
    b. E-marketplace   d. Social networking

22. Consumer-to-consumer (C2C) business model allows consumers to _____ other consumers over the Internet.
    a. sell to   c. negotiate with
    b. communicate with   d. all of the above

23. All of the following are the devices to read e-book **EXCEPT** _____.
    a. MP5 player   c. tablet
    b. smartphone   d. personal computer

24. Which of the following **BEST** describes e-training?
    a. Provides information and evaluation to employees in an online environment.
    b. A system in which retailers decide when to order and how much to order.
    c. A website where employees can find and connect with clients.
    d. The process of acquiring and storing knowledge.

Continued...

25. Which of the following does **NOT** describe collaborative commerce?
    a. Enables innovative business models.
    b. Transforms business value chain.
    c. Increases overhead costs.
    d. Enables collaborative product development.

26. Levi's has agreed that their suppliers shall be responsible for determining when to order and possibly how much to order. This practice is enabled by the _____.
    a. vendor-managed inventory system (VMI)
    b. payment service provider (PSP)
    c. expert location system (ELS)
    d. learning management system (LMS)

27. Which of the following attributes of m-commerce refers to the delivery of information, products, and services designed to meet the needs of individual consumers?
    a. Ubiquity
    b. Personalisation
    c. Convenience
    d. Localisation

28. The technical foundations of m-commerce include _____.
    a. ubiquity, mobility, and connectivity
    b. mobile devices, Internet access standards, and apps
    c. smart cars, smart homes, and smart cities
    d. mobile workforce, mobile enterprise, and warehouse management

29. The applications of mobile computing include _____.
    a. GPS, GIS, and RFID
    b. convenience, mobility, and broad reach
    c. m-commerce, l-commerce, and m-enterprise
    d. planning, coordination, and integration

30. Location-based services use the _____ to find the location of consumers and deliver real time ads about products and services.
    a. radio-frequency identification (RFID)
    b. geographical information system (GIS)
    c. short message service (SMS)
    d. global positioning system (GPS)

31. Which of the following is **NOT** required for location commerce?
    a. Mobile device
    b. GPS
    c. Bluetooth
    d. Service provider

Continued...

32. In location-based m-commerce, a _____ integrates, stores, edits, analyses, shares, and displays geographically referenced (spatial) information.
   a. geographical information system
   b. terminal-based positioning
   c. network-based positioning
   d. global positioning system

33. Choose the **BEST** examples of location-based services in the navigation category.
   a. People/vehicle tracking, product tracking.
   b. Directions, car park guidance, traffic management.
   c. Travel guides, shopping guides, mobile yellow pages.
   d. Instant messaging, social networking, buddy finder.

34. _____ refers to a subset of e-commerce that involves using social media to assist in the online buying and selling of goods.
   a. Social learning   c. Social business
   b. Social marketing   d. Social commerce

35. Enterprise social commerce includes activities such as _____.
   a. social ads and promotions   c. m-commerce and l-commerce
   b. recruiting and training   d. viral marketing and social shopping

36. What is a benefit of social commerce to consumers?
   a. Pay less for products and services via group buying.
   b. Increase retail sales.
   c. Target advertisements more accurately.
   d. Create better marketing campaigns.

37. Which of the following is a driver of social shopping?
   a. The huge number of people visiting social networks.
   b. The recommendations made by friends.
   c. The huge discounts available.
   d. All of the above.

38. Sponsored reviews can **BEST** referred to _____.
   a. Paid-for reviews, either by customer bloggers or experts on social media
   b. People converse via e-mail, live chat, and forums
   c. Free reviews by professionals
   d. Customer testimonials that allow comments and discussion

39. Which of the following is **NOT** a reason to use business social networking?
    a. To gain expert advice.
    b. To increase operations costs.
    c. To increase business opportunities.
    d. To build better employee relationship.

40. Which dimension of virtual world provides a place where avatars can play games, watch movies, and attend concerts?
    a. Collaboration space
    b. Fantasy space
    c. Transaction space
    d. Entertainment space

SECTION B: STRUCTURED QUESTIONS [60 marks]

QUESTION 1

a) List any **THREE (3)** types of online auction.   (3 marks)

b) Explain any **THREE (3)** benefits of online auction to sellers and **THREE (3)** benefits to buyers.   (12 marks)

                                                                (Total: 15 marks)

QUESTION 2

a) List the **FIVE (5)** users of the Internet job market.   (5 marks)

b) Describe the following e-tailing business models and provide **ONE (1)** example for each model.

     i)   Direct marketing by manufacturers   (2 marks)
     ii)   Pure-play retailers   (2 marks)
     iii)   Click-and-mortar retailers   (2 marks)

c) Explain **TWO (2)** B2C social shopping models.   (4 marks)

                                                                (Total: 15 marks)

QUESTION 3

a) List any **TWO (2)** advantages of e-voting.   (2 marks)

b) Describe the **FOUR (4)** categories of e-government.   (8 marks)

c) Describe any **FIVE (5)** benefits of mobile government.   (5 marks)

                                                                 (Total: 15 marks)

QUESTION 4

a) What is mobile commerce? Describe **FIVE (5)** types of mobile commerce.   (7 marks)

b) List **TWO (2)** social media sites that are dominating the social commerce space. Describe **THREE (3)** social commerce features provided by each social media site.   (8 marks)

                                                                 (Total: 15 marks)

End of Page.